



Tennessee Regulatory Authority

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GutterGuard, Inc. Settles Telemarketing Allegations for \$17,000

Nashville, Tennessee – The Tennessee Regulatory Authority (TRA) today accepted a settlement agreement between the TRA's Consumer Services Division and GutterGuard of Tennessee, Inc. for violating Tennessee's Do-Not-Call telemarketing statute.

A TRA investigation into consumer complaints found that the Atlanta based company's Tennessee offices engaged in telephone solicitation activities to residential consumers whose telephone numbers are listed on the state's Do-Not-Call registry. A total of (10) ten complaints were filed against the company.

"State law is clear: persons whose residential telephone numbers are registered on the Do-Not-Call registry are not to be solicited by telephone solicitors," said Eddie Roberson, Chief of the TRA's Consumer Services Division.

As part of the company's settlement agreement, GutterGuard will make a payment to the TRA in the amount of \$17,000, and has also voluntarily agreed to take the appropriate measures to ensure that its GutterGuard affiliate offices are brought into and remain in compliance with the Tennessee's telephone solicitation laws. The company neither admitted to nor denied it acted in violation of state law.

"We are pleased with GutterGuard's response to the allegations and the resulting settlement," added Roberson. "This action is part of the TRA's on-going strategy to vigorously enforce state law and send a message to telemarketers that violators will be held accountable."

The Tennessee Do-Not-Call program was established into law by the Tennessee Legislature in the year 2000. Currently, over 825,000 Tennessee consumers are participating in the program. To register, call toll-free at 1-877-872-7030, or visit the Tennessee Regulatory Authority website at www.state.tn.us/tra.

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